

## MUCH SELLING AND BUILDING ACTIVITY

Realty in City and Suburbs Continues to Be in Demand.

A brick residence will be built on lots 12 and 13, block 28, Franklin Heights addition, by the Phoenix-El Paso Building company. The house will be on Nevada street. Estimated cost \$2500.

A two story apartment house will be built on lots 18 and 20, block 7, Macguffin addition, by A. Camargo. The house will be built on San Antonio street at an estimated cost of \$4500.

T. J. Farmer has sold to E. Bayless, Joe Thiele, E. N. Farmer, F. O. Rogers and C. S. Coleman, sections Nos. 4, 8, 20, 22, 26, 40 and 42, in block 78, township 21, T. & P. railway land grant. The deed to each grantee conveys one-half, one-sixth, one-quarter, and the last two one-twelfth of the land, for which the entire consideration was \$14,000.

Walter H. Scott has sold to J. H. McBrown a quarter interest in 12 acres of land in the upper Ysleta grant, for \$450.

### Undergoing An Alteration.

Lerner shoe company is having the building adjoining the little Caples building on San Antonio street completely remodeled. The alterations will cost \$2000 and the plate glass front which is being put in about \$1000. J. I. Hewitt and son are the contractors for the work. The same contractors are working in their shops preparing the frames and casings for the alteration and remodeling of the present quarters of the White House when the dry goods company moves to its new quarters in the Plaza hotel block in March. The alterations will cost in the neighborhood of \$2500. The store will be occupied by the Union Clothing company.

### Building New Room Bungalow.

Mrs. C. Fox is building a seven room bungalow at 1005 Nevada street. The construction of the bungalow will be of white pressed brick, with cement trimmings. Roomy porches of cement construction will extend the entire way round the house and form a very attractive feature of the plans. The house will have all the conveniences and built-in features and will be plumbed for hot and cold water at the wash-stands in each bed.

Mission effects will predominate in the interior finishing, beamed ceilings, built-in furniture, hard wood floors and large brick mantelpieces are among the features. The bath and sleeping rooms will be finished in white enamel. The house will be built upon two full lots, in block 29, Pierce-Findlay addition. Its estimated cost will be \$2000. G. S. Beaudett has the contract for the work, which began the first of the week.

### Buys In Socorro Grant.

M. A. Worley has bought a tract of land containing 13.4 acres in the Socorro grant. The seller was Lee H. Orndorff and the price \$2400.

### Plaza Hotel Work Progresses.

Work on the Plaza hotel is progressing rapidly. The iron raftings are today being placed in position around the Mezzanine floor balcony. The window sashes have been put in and over half of the glass windowpanes have been set, the others are being set today.

### New Front on Store.

D. Klein and sons are having a new front put on their store on the corner of South Stanton street and Overland. The alterations will enlarge the store considerably and with the new plate glass front will greatly improve its appearance. About \$500 will be spent on the improvements, for which J. I. Hewitt and son have the contract.

### SUPERVISORS MEET IN THEIR FINAL SESSIONS.

Solomonville, Ariz., Feb. 7.—The board of supervisors is in session for the transacting of county business. It is expected that this will be the last meeting of the present board. Joe Pince and Tom Gamble are down a number of the school students at



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## GET HER A HOME IN GOLDEN HILL

Call or phone and let us help you make a selection that will please you both—you want a home that is home sweet home indeed—we can get it for you.

It is easy to own your own home in

## Golden Hill

Let us tell you how. Phone or call today

Lots are now selling for only \$550 and up.

On the Easy Payment Plan  
10% Down, 5% a Month

## AUSTIN & MARR

SOLE AGENTS

Phone 4350

304 San Antonio

the upper grades went for a picnic on horseback. They had a "jolly" time. Born, to the wife of Albert Stevens on Feb. 3, a daughter, Mrs. Stevens is at the home of her father, Dr. Platt, in Safford, Ariz.

I. E. Solomon is home for a short visit. Mr. Solomon is interested now at Ray, Ariz. having bought his son, Harry P. Solomon, interest in the Ray

Commercial Co., doing business at Ray. Wm. Pince is making her daughter, Mrs. W. A. Wilson a visit. She came down from Greenlee county. Chas. W. Parks, accompanied by his from Sheban, Ariz., for a short visit. Both at one time lived at Solomonville. Chas. F. Solomon, wife and children were guests of the mother, Mrs. J. E. Solomon, to welcome Mr. Solomon.

## Privacy and Safety

ALL of the affairs of this bank are conducted with careful privacy. Next to the matter of safety, the officers of this bank regard business confidences as being of the greatest importance. We cordially invite persons who are contemplating the opening of a bank account to confer with our officers.

We Invite Your Savings or Checking Account.

## The First National Bank,

Capital and Surplus \$800,000.00.

Deposits \$4,500,000.00.

Rio Grande Valley Bank & Trust Company  
Capital & Surplus \$350,000  
Safety Courtesy Service  
"A Bank of the People"  
Over 6500 Accounts  
The Small Depositor Welcome  
4% On Savings  
& Trust Company

## For Prompt, Efficient Service

open an account with the Union Bank & Trust Company and your banking business will be handled in the most expeditious and satisfactory manner.



American Bldg., El Paso, Texas.

## Community Advertising That Counts

By R. Bedichek, Deming, N. M.

THERE is a wide difference between "booming" a town and "advertising" a town. The term "booming" savors strongly of fraud, whereas "advertising" suggests a legitimate and truthful presentation of your proposition to the public. Deming is going no boom; it is doing advertising. Deming maintains a regular publicity bureau, whose business it is to see that the Deming proposition is presented daily, weekly and yearly to just as many people as possible. For a long time the Deming proposition has been in the hands of the Deming country, and pictures showing the remarkable development of the region. It is electrically lighted, so that the exhibits can be examined at any hour of the night. It is surprising to see the number of passengers that leave the big transcontinental trains and examine this exhibit take notes in their notebooks, and inquire at the S. P. office for booklets and descriptive literature. It is a very neat idea in itself. But the idea is used to secure still further publicity. No less than a dozen big papers have commented editorially upon this resource exhibit case, and wiregrams of it have been printed in as many papers.

To Have School Farm. Again, Deming is to have a school farm. The Little Vineyards company gives the land and the water free, the students of the Deming schools will cultivate the tracts, after it has been cut up into little, individual tracts. Prices are offered for the best kept gardens, and also for the best produce. The United States department of agriculture furnishes the seed. The farm is located adjoining the railroad, where it will be in plain view of passengers on the train. The idea is a good one, and many papers are commenting on it. Papers are furnished stories of this enterprise from time to time. These are typical examples.

Always something doing. A stranger asked me the other day how Deming managed to break into print so often and to such lengths. I replied that, in the first place, there is always something doing in Deming. something to talk and write about. In the next place, pumping water for irrigation is a big business. The method of developing an agricultural section and hence, development here has great news value. And, third, ideas occur here as fast as they are used to the best advantage. But, of course, the basis of it all is, that Deming has something to advertise. No fair tales are necessary; the truth is good enough. Deming delivers the goods. That's about all there is to it.

In speaking of the subject of municipal advertising, Charles Zuehl, of Boston, said recently: "Advertising is anything which gets publicity. Successful advertising is anything which delivers the goods. Good advertising is a story of goods which advertise themselves. Much advertising is inadvertent and would be gladly suppressed, but the publicity which attracts attention at least explains how to advertise. Citizens have been advertised by typhoid fever, bubonic plague, tuberculosis, fires, floods and earthquakes. The advertising is just as conspicuous, whether the cause is meritorious or the result is detrimental.

The name of Reno suggests divorce suits in Salt Lake suggests union suits, Los Angeles, non-union suits, and Atlantic City non-suits. Reno also brings to mind the failure of the white man's hope, as Cincinnati symbolizes the failure of the white man's soap. The mention of Denver, despite all its charms, reminds us of anti-tuberculous, as Beverly does of anti-fat and Oyster Bay antiseptic. The remembrance of Oyster Bay brings up the subject of slogans, since the new nationalism in its reform spelling is called New Gnash-ism.

## At Your Service

Central Location,  
Modern Equipment,  
New Fireproof Building,  
Experienced Officers and Employees,  
Active and Experienced Directors  
and Ample Capital.

We are prepared to render you perfect banking service and want your business.

## The American National Bank

Of El Paso, Texas.

Capital and Surplus \$360,000.00.

## Economize

By laying aside a small sum from your wages each pay day. Have a bank account where you can get into the habit of depositing regularly. This bank accepts deposits of any amount from one dollar up.

We Pay 4 Percent Interest On Deposits

## City National Bank

Savings Department Open Saturday Evenings, 5 to 8

## State National Bank

ESTABLISHED APRIL, 1881.

CAPITAL, SURPLUS AND PROFITS, \$200,000.

### INTEREST PAID ON SAVING ACCOUNTS

C. R. MOREHEAD, President. C. N. BASSETT, Vice President.  
JOSEPH MAGOFFIN, V. Pres. GEO. D. FLOYD, Cashier.  
L. J. GILCHRIST, Asst. Cashier.

## "If You Want to Know the Value of a Dollar Try to Borrow One."

—BENJAMIN FRANKLIN.

There is no need to borrow if you start to save. Save and have, says one household word; save and thrive, says another; save money and succeed, says still another, and so on, ringing endless changes on the one theme—

SAVE! SAVE! SAVE!  
We Pay 4% Interest, Compounded Twice a Year.

## El Paso Bank & Trust Co.

EL PASO, TEXAS

## The Only Thing

If you want good safe milk patronize the only dairy that pasteurizes their milk.

## Pasteurized Milk

Is the only milk you can depend upon.

## El Paso Dairy Co.

Office 423 No. Oregon St.

Both Phones.



## Economy in Feed

Does Not Always Mean Buying As Cheaply as You Can, but Rather in Buying

## the Right Quality at the Right Price

## Seeds

Our stock is now complete with every variety of seed for the spring planting. Phone or write us your orders. You may pay more, but you can't get any better.

We are better equipped to fill your wants than any other concern in El Paso as we always have on hand a complete stock of everything in feed which assures you prompt delivery. You will always find our feed uniform in quality—which means a lot to you who feed to get the best results.

## Bruce Seeton

Bell 42

3rd and Chihuahua

Auto 1142

once—he had to be branded before he spoke. "We put one on Jimmy" Garfield, "will I wear it?" he asked. "You bet your life. Down in New Mexico you have a state with the greatest resources and the greatest future in the west." "I'll submit, and submit gracefully," said Gifford Pinchot, when he was tagged with the New Mexico badge. Pinchot is an enthusiastic friend of the new state. Delegates from Peru and Australia who addressed the congress were the Sunshine State button. "I am coming to New Mexico," said one man from far Australia. "There is capital in Australia looking for just such fields as that in New Mexico." The German consul came and introduced himself to me and said that the German people are greatly interested in the reclamation methods which have won in such places as the Mimbres valley. Various delegates from the South American republics showed a similar interest—and everyone wore a Sunshine badge. Mr. Holt says that it was chiefly due to the determined work of the New Mexico delegation, led by Colonel Hopewell, that the integrity of the organization was maintained, and it was prevented from losing its identity as a western organization and becoming a Drainage Congress. The speakers from New Mexico, including Mr. Holt, whose paper on the underground water supply, attracted wide interest, were all accorded the most respectful and profound attention. "No reference was made to New Mexico," said the Deming man, "save in the kindest and most complimentary terms; and we didn't lose the opportunity to remind them again that Deming was the scene of the first irrigation congress, in 1881." The Mimbres valley was the site of the inception of the whole big movement, which has developed into the most representative organization of the empire builders of western America in existence."